Course Descriptions None 2025-2026

Course Title	Strategy
Course Code	EBC1017
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	2-2-2026	27-3-2026	L	X		X	

Level	Introductory
Coordinator	Marc van Ekert, Wilko Letterie For more information:m.vanekert@maastrichtuniversity.nl; w.letterie@maastrichtuniversity.nl
Language of instruction	English
Goals	The learning goals for this course are twofold. First, by blending theory, empirical research and practical applications, the course provides students with core concepts, frameworks and analysis techniques in strategy that will help them become managers who make well-reasoned strategic decisions. Second, the course provides students with opportunities to practice and receive constructive feedback about their presentation skills, communication skills and team working skills. At the end of the course, students understand the strategic management process, the importance of the external environment and the internal resources, capabilities and competences of the firm in making strategic decisions, and understand the use of strategic tools and frameworks when formulating business-level and corporate-level strategies. In addition, at the end of the course students are able to give a professional case presentation on the strategy formulation and strategy analysis of a selected company.
Description	Firms create substantial value for a wide variety of stakeholders, including customers, shareholders and employees. In order to grow the firm, and sustain its long-term competitiveness, managers need to think carefully about a number of high-level strategic decisions. Essentially, these strategic decisions involve the questions where to compete – i.e., corporate strategy – and how to compete – i.e., business strategy. The formulation of an adequate corporate and business strategy (strategy formulation) will, however, need to be guided by the vision and mission of the company as well as a careful analysis of the company's internal and external context (strategy analysis). To achieve this objective, this course will rely on lectures, self-study, class presentations, case discussions, and team assignments. In combination, these different modes of study will offer students a deep understanding of the strategic management process and enhance their ability to apply these insights to real- life companies.
Literature	Introductory textbook on Strategy; Academic journal articles; Cases. Students will need to buy a license for a digital learning environment in which they can access assignments/quizzes and other supplementary materials. These assignments make up part of their grade for the course. The digital learning environment will include the eBook of the textbook. Students can also buy a hardcopy of the book with access to the digital learning environment.
Prerequisites	An advanced level of English.
Transitional Regulations	
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Attendance / Participation / Written Exam / Assignment / Presentation
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Bachelor International Business - Emerging Markets	Year 1 Compulsory Courses
Bachelor International Business	Year 1 Compulsory Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses